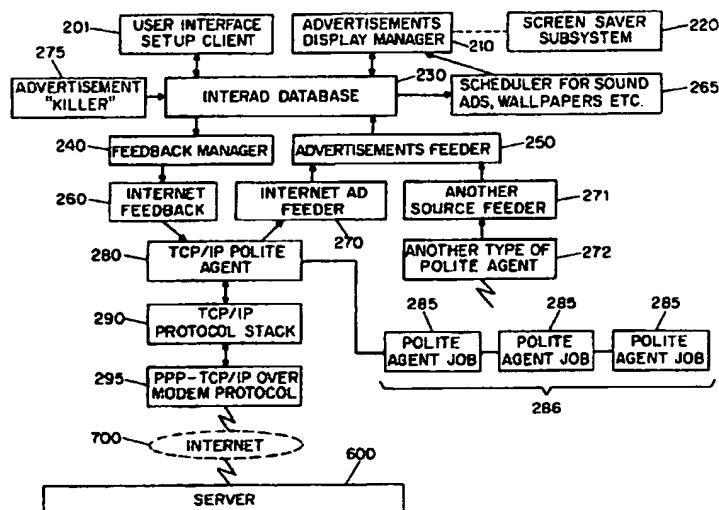




INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

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| (21) International Application Number: PCT/IB96/00829 (22) International Filing Date: 22 August 1996 (22.08.96) (30) Priority Data: 08/517,666 22 August 1995 (22.08.95) US (71) Applicant: BACKWEB [IL/IL]; Kiryat Mada 5, Pob 45065, 91450 Jerusalem (IL). (72) Inventors: BARKAT, Eli; 2-2 Mavo Refidim, 97754 Jerusalem (IL). RAKAVY, Yuval; 8 Berakybu Street, 96225 Jerusalem (IL). (74) Agent: HOROVITZ, Yaron; Naschitz, Brandes & Co., 5 Tuval Street, 67897 Tel-Aviv (IL). | | (81) Designated States: AU, CA, IL, JP, KR, NZ, SG, European patent (AT, BE, CH, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE). Published <i>With international search report.</i> <i>Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i> (88) Date of publication of the international search report: 12 June 1997 (12.06.97) |

(54) Title: METHOD AND APPARATUS FOR TRANSMITTING AND DISPLAYING INFORMATION BETWEEN A REMOTE NETWORK AND A LOCAL COMPUTER



(57) Abstract

Methods and apparatus are provided for selecting advertisements (50) and other information from a computer network database (730) based on user defined preferences and transmitting the selected advertisement in background mode over a communications link (703) between the computer network (700) and a local computer (500) with minimal interference with other processes (285) communicating over the communications link (703). This method includes monitoring the communications link (703) and transmitting portions of the advertisement (50) when the communications link line utilization is below a preestablished threshold. Methods and apparatus are also provided for displaying or otherwise presenting the selected advertisements on the user's computer. Additional methods and apparatus are provided for selecting and presenting information stored on a local storage media (230) based on user defined preferences.

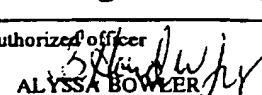
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INTERNATIONAL SEARCH REPORT

int. application no.
PCT/IB96/00829

| A. CLASSIFICATION OF SUBJECT MATTER IPC(6) : G06F 13/00, 13/36 US CL : 395/200.09, 200.13; 370/229, 230, 232, 235; 348/10, 522 According to International Patent Classification (IPC) or to both national classification and IPC | | | | | | | | | | | | | | |
|---|--|---|--|---|---|--|--|--|---|---|--|--|--|--|
| B. FIELDS SEARCHED Minimum documentation searched (classification system followed by classification symbols) U.S. : 395/200.01, 200.09, 200.11, 200.13; 370/229, 230, 232, 235; 348/10, 522 Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) APS search terms: utilization rate, threshold, advertisement, customization | | | | | | | | | | | | | | |
| C. DOCUMENTS CONSIDERED TO BE RELEVANT | | | | | | | | | | | | | | |
| Category* | Citation of document, with indication, where appropriate, of the relevant passages | Relevant to claim No. | | | | | | | | | | | | |
| X --- Y | US 5,220,564 A (TUCH et al.) 15 June 1993, abstract; col.1, lines 50-68; col.4, lines 3-68; col.5, lines 22-51. | 1,3 ----- 7, 9 - 10, 12 - 13, 15-16 | | | | | | | | | | | | |
| X ---,E Y | US 5,604,542 A (DEDRICK) 18 February 1997, the entire document. | 5,8 ----- 7, 9 - 10, 12 - 13, 15-16 | | | | | | | | | | | | |
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| <input checked="" type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/> See patent family annex. | | | | | | | | | | | | | | |
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| Date of the actual completion of the international search 16 APRIL 1997 | | Date of mailing of the international search report 08 MAY 1997 | | | | | | | | | | | | |
| Name and mailing address of the ISA/US Commissioner of Patents and Trademarks Box PCT Washington, D.C. 20231 Facsimile No. (703) 305-3230 | | Authorized officer  ALYSSA BOWLER Telephone No. (703) 305-9702 | | | | | | | | | | | | |

INTERNATIONAL SEARCH REPORT

Int. .ional application No.
PCT/IB96/00829

| C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT | | |
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| Category* | Citation of document, with indication, where appropriate, of the relevant passages | Relevant to claim No. |
| X --- Y | US 5,283,639 A (ESCH et al.) 01 February 1994, the entire document. | 5,8 ----- 7,9-10,12-13,15-16 |
| X --- Y | US 5,412,416 A (NEMIROFSKY) 02 May 1995, the entire document. | 5,8 ----- 7,9-10,12-13,15-16 |
| A | US 5,099,420 A (BARLOW et al.) 24 March 1992, the entire document. | 1-16 |